

**THE EFFECTIVENESS OF PROMOTIONAL
STRATEGIES TOWARDS THE DEMAND FOR
TRUCKERS CENTER, DURIAN TUNGAL,
MELAKA, FROM YEAR 2005 TO 2007**

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DECLARATION OF ORIGINAL WORK



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- This project paper is the result of my independent work and investigation, except where otherwise stated.
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ABSTRACT

Promotional strategy is a plan for the optimal use of the elements of promotions: advertising, public relations, personal selling, direct marketing, and sales promotions. The promotional plan becomes an integral part of marketing strategy for reaching the target market. This study is focused on the effectiveness of promotional strategies towards the demand for Truckers Center, Durian Tunggal, Melaka, from year 2005 to 2007 as promotion is important elements in marketing mix. Any combination of promotional strategies is used to achieve the organizational goals. In this research, elements of promotional strategies which is advertising, direct marketing and sales promotion is used as it is contribute towards the demand for Truckers Center.

The findings highlighted that all the three elements is contributed towards the demand for Truckers Center and the firm should takes actions and focus on the sales promotion and the direct marketing strategies. The researcher also identified the strengths and weaknesses of each factors and came out with recommendations such as allocation of money for promotional strategies, hire marketing personnel, considering other promotional strategy and improve the service of Truckers Center. By implementing these four recommendations, the researcher optimism that it will help the firm to better upgrade its performance in any area that is not running well in the management for future use.